

Notice of References Cited

Application/Control No.

09/782,149

Applicant(s)/Patent Under
Reexamination
LEE, YUNG-SEOP

Examiner

Peter Choi

Art Unit

3623

Page 1 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,567,786	05-2003	Bibelnieks et al.	705/14
*	B	US-7,152,039	12-2006	Cheng et al.	705/10
*	C	US-6,061,658	05-2000	Chou et al.	705/10
*	D	US-6,925,441	08-2005	Jones et al.	705/10
*	E	US-2002/0042742	04-2002	Glover et al.	705/14
*	F	US-7,010,495	03-2006	Samra et al.	705/10
*	G	US-7,006,979	02-2006	Samra et al.	705/10
*	H	US-7,003,476	02-2006	Samra et al.	705/10
*	I	US-5,974,396	10-1999	Anderson et al.	705/10
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N	WO 9922328 A1	05-1999	World Intellect	JONES et al.	
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Hoekstra, Janny C.; Leeftang, Peter S.; Wittink, Dick R. "The Customer Concept: The Basis for a New Marketing Paradigm". June 1999. Journal of Market Focused Management. Volume 4, Issue 1.
	V	Frawley, Andrew; Thearling, Kurt. "Increasing Customer Value by Integrating Data Mining and Campaign Management Software". Feb 1999. Direct Marketing. Volume 61, Issue 10. pp 49-53.
	W	Choi, Jungwhan; Cooper, Kevin; Hamner, Phil. "Identifying Target Customers". Summer 1998. Marketing Research. Volume 10, Issue 2. pp 22-26.
	X	Miglautsch, John R. "Thoughts on RFM Scoring". May 22, 2000. Journal of Database Marketing. Volume 8, Issue 1. pp 67-72.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Notice of References Cited	Application/Control No. 09/782,149	Applicant(s)/Patent Under Reexamination LEE, YUNG-SEOP	
	Examiner Peter Choi	Art Unit 3623	Page 2 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Hoekstra, Janny C.; Huizingh, Eelko K. R. E; "The Lifetime Value Concept in Customer-Based Marketing". 1999. Journal of Market Focused Management. Volume 3, Numbers 3-4. pp 257-274.
	V	Emmelhainz, Margaret Anne; Kavan, C. Bruce; "Using Information as a Basis for Segmentation and Relationship Marketing: A Longitudinal Case Study of a Leading Financial Services Firm". 1999. Journal of Market Focused Management. Volume , Issue 2. pp 161-177.
	W	Hughes, Arthur Middleton. "Boosting Response with RFM". May 1996. American Demographics. pp 4-10.
	X	Orme, George. "Contact Strategy: Segmenting Your Targets". October 31, 1998. Direct.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.